

has recently been invented, that would make 738 answers and yet they say only 657 replies were received! May one accept this as in any degree an indication of the accuracy of the statements made in the other reading pages of this publication? It offers material for entertaining speculation. But that is merely parenthetical, so to speak; the real significance of the article is hidden in the confession of the extent to which this publication is influencing physicians toward the promotion and exploitation of medicinal fakes. "When asked whether they read the advertising pages of *Clinical Medicine*, 625 answered yes, and only 15, no; 529 stated that they purchased things advertised in the journal while 101 did not." We must, after looking through the advertising pages of this March issue, compliment the 101 who "do not." Before considering the various fakes to be found in the advertising pages (and, by-the-way, these pages are headed "Department of Progressive Advertisers"! let it be emphasized that this publication is the house organ of—is owned and published by—the Abbott Alkaloidal Co., a concern manufacturing pharmaceutical preparations for physicians' use. One wonders whether the business methods followed by the publishing department are excluded from the pharmaceutical manufacturing department. In the advertising pages we find the following things, all of which have been exposed more than once: Lymph Orchitic Compounds; Bovinine; that cottage cheese fake, Sanatogen; one of the newer fakes, Vanadiol; Gray's glycerine tonic; Palpebrine; Pepto-mangan, whose lying claims were exposed long ago; the Antidolor stuff; Anasarcin, that used to advertise as a "cure for dropsy"; Grape-nuts, the Post fake "cure" for appendicitis, till *Collier's* exposed it; Resinol; Phenalgin, exposed as a common acetanilid preparation years ago; that delicious fake tuberculosis cure, Dioradin; Ergoapiol; and do not let us forget the "Marvel" whirling spray. Can a publication be absolutely honest in its reading pages and promote frauds in its advertising pages? Most periodicals have said No, very emphatically. There is no class of publications in this country that carries so much fraudulent advertising as the "indipendant" medical (?) journals.

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LOST ARTS.

A rather interesting article, recently read, referred to the lost arts of our ancestors. No longer the housewife spins and weaves; no longer the family soap is made from the family grease and lye leached from the family ashes; no longer the candles are dipped by the hearth during the long evenings; no longer does autumn see the wonderful laying down of that immense quantity of mincemeat "like mother used to make." Passed are these things with the passing of the buffalo robe,

the wild turkey and the prairie-chicken. Has the art of prescription writing passed from us also? Has pharmacy taken the place of pharmacology? Have the patent office and the manufacturing pharmacologist taken the place of the thoughtfully put together prescription? Are the simple and valuable things of olden times buried out of sight by the flood of "discoveries"? For a simple "stiff neck" a quite new and wonderfully medically educated physician prescribed a new purgative, aspirin and a new lotion. Three dry cups, in ten minutes time, relieved the condition entirely. In what medical schools does one find a knowledge of simple and valuable things properly expounded to the students? Is all this progress really advance?

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POSSIBLE—BUT—?

A rather elderly gentleman who, all his life, had been very popular was asked, just before he died, what was the secret of his great and wonderful popularity. With a smile he whispered, "All things are possible and everybody is right." It is possible that our German colleague, Friedmann, has developed in cold-blooded animals a strain of live but quite harmless tubercular bacilli that are friendly to the human host. It is possible that a very large number of these friendly, living bacilli may be injected into the human tubercular patient and there set up a powerful antagonizing influence against the unfriendly, destructive tubercular bacilli residents. It is possible that this method of treatment may be entirely harmless to the human and may be closely approximate to a "cure." It is possible that Friedmann may have been actuated throughout his work and his announcements of this treatment by the highest of humanitarian and scientific motives. It is possible that Germany did not offer a sufficiently large or encouraging field in which to test satisfactorily his treatment. All these things are possible. But, we do not know exactly what it is that Friedmann injects and to that extent it is a secret remedy. And furthermore, we know that nothing in the nature of a remedial agent or procedure has ever proved to be more than a small fraction as valuable as its originator and its early enthusiastic supporters claimed it to be. In our natural anxiety to see the advent of anything that will free the race from the terrible scourge of tuberculosis, let us not forget our common sense and our reason. Common sense and reason tell us that while all these things are *possible*, some of them are very *improbable*.

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